2010 -- 2011

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| Deltona High School Academy of Entrepreneurship, Marketing & Management |

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|  | Curriculum Map |

**Academy Year 1**

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| **ENGLISH 1 Honors** | **Marketing Essentials** |
| **Summer Reading**   * *Anthem*, Rand * *Animal Farm*, Orwell * *Midsummer Night’s Dream*, Shakespeare | * *The Pampered Chef: The Story of One of America’s Most Beloved Companies*, Doris Christopher |
| **In-Class Reading**   * *Romeo & Juliet,* Shakespeare * *Odyssey,* Homer * *Time Machine,* Wells * *Huckleberry Finn* * *Tom Sawyer* * *The Invisible Man, Wells* | * McDonald’s Case Study * The Next Generation, Their Biggest Challenges, Dr. G McCAnn |
| **Films**   * *Romeo & Juliet,* 19 * *To Kill a Mockingbird* * *Time Machine* * *The Russian Revolution* * *Great Expectations* * *Huckleberry Finn* * *Tom Sawyer* | * The Marketing Four P’s |
| Quarter 1   * Romeo & Juliet 3-4 weeks * Odyssey | * New Product Development * Basic marketing Campaign * PowerPoint |
| Quarter 2   * Reflection Paper | * Mall Experience * Visual Displays |
| Quarter 3 | * Retail Sales * Sales training Manual * Micro Store |
| Quarter 4   * Research paper: Entrepreneurs |

**CTE Writes:**

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| “Pet Rock” | “Creative Economy” |
| “The Gatorade Legacy” | “America’s in a Rude Mood” |
| “Santa Retires” |  |

**Academy Year 2**

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| **English 2 Honors** | **Marketing Applications** |
| **Summer Reading**   * *The Count of Monte Cristo*, Dumas | * *Harvard Business Review on Entrepreneurship*, Harvard Business Review |
| **In-School Readings**  *Antigone*  *All Quiet on Western Front*  *To Kill A Mockingbird*  *Julius Ceasar* | * McDonald’s Case Study * The Next Generation, Their Biggest Challenges, Dr. G McCAnn |
| **Films**  *The Count of Monte Cristo*  *All Quiet on the Western Front*  *12 Angry Men*  *Black Hawk Down* | * The Corporate World * Business Ethics |
| Quarter 1   1. Persuasive writing 2. Expository Writing 3. *Technical* | * Review 4 P’s * Corporate logo // Persuasive letter * Prepare and execute a business plan for RUN DMC |
| Quarter 2   * Style & Voice | * Mall Experience * Execute and conduct business for RUN DMC according to Business Plan. Make Adjustments as necessary * Debriefing weekly |
| Quarter 3 |
| Quarter 4   * Research and report on an entrepreneur |

**CTE Writes:**

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| “Oceans 23” | “Banana Republic” |
| “Burger King” | “Santa Retires” |

**Academy Year 3**

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| **English 3 Honors** | **Marketing Management** |
| **Summer Reading**   * *Fahrenheit 451*, Bradbury * *Catcher in the Rye*, Salinger * *Ethan Frome*, Wharton * *Grapes of Wrath*, Steinbeck | * *Tuesdays with Morrie*, Albom |
| **In-Class Reading**   * *The Crucible,* Miller * *The Scarlet Letter*, Hawthorne * *Ben Franklin’s Autobiography,* Franklin * *Self Reliance***,** Emerson * *In Cold Blood,* Capote | * International Marketing Research at the Mayo Clinic, Dr. P Cateora * The Next Generation, Their Biggest Challenges, Dr. G McCAnn |
| **FILMS**   * *The Majestic* * *The Crucible* * *National Treasure* (1st release) * *Wall E* | * Branding * Profile of an Ad Campaign |
| **Quarter 1**  Syntax  Majestic/ Crucible | * Review 4 P’s |
| **Quarter 2**  Scarlet Letter -- 9/29 – 10/22  Ben Franklin 13 Virtues  MLA | * Mall Experience * Conduct, propose and execute Marketing Campaign for small business |
| **Quarter 3**  **Junior Project – Abstract Noun**  Romanticism |
| **Quarter 4**  Realism  Fahrenheit 451 | * Marketing Campaign for New Books * Design Book Cover |

**CTE Writes:**

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| “TyGirlz” | Wylie Coyote vs. Acme Co. |
| “09/09/09” | 13 Virtues |

**Academy Year 4**

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| **English 4 Honors** | **Leadership** |
| **Summer Reading**   * Tuesdays With Morrie * Winter’s Bone * The Kite Runner | * What Color is My Parachute |
| **In-Class Reading**   * The Metamorphosis * The Stranger * Brave New World * Cat’s Cradle * Lord of the Flies * Othello | * International Marketing Research at the Mayo Clinic, Dr. P Cateora * The Next Generation, Their Biggest Challenges, Dr. G McCAnn |
| **FILMS** | * Resume Writing * Selling Yourself |
| **Quarter 1** | * Prepare and compile a Personal and Professional Portfolio * Mock Interviews |
| **Quarter 2** |
| **Quarter 3**   * **Senior Research Paper** | * Identify and obtain part-time employment |
| **Quarter 4**   * **Senior Presentation** |

**CTE Writes:**

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| Seven Truths About Change | What Employers Need From Leaders |
| You Have Enemies? | What They See is What You Get |
| A Path of Your Own |  |